

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

a 51
. U55
Resew

5/21/84

Inside Information

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 6, NUMBER 13

August 20, 1984

Inside this "Inside"

Page

USDA will begin distributing its television programs by satellite in October..	1
University of Nebraska has openings for two communications specialists.....	2
Pennsylvania Department of Agriculture gets new assistant press officer.....	2
Washington, D.C., gets first full service ag public relations/affairs group...	2
USDA hosts 50 federal employee newsletter editors to kick-off CFC campaign....	2
USDA Graduate School offers writing, layout and editing courses this fall.....	3
Agricultural disaster help spelled out in revised USDA publication.....	3
Ideas for fact sheets on topics of interest to small farmers being reviewed...	3
Large forestry publication readied for printing--by the boxful.....	4
USDA's News Division revives its "minority media service" of yesteryear.....	4

USDA TELEVISION PROGRAMS GOING SATELLITE

USDA'S television programs are going on satellite for distribution beginning October 1.

According to Jim Johnson, chief of the Radio & Television Division in USDA's Office of Information, about half of the stations now receiving these programs on videotape will convert to satellite distribution.

More stations are expected to convert during the year as satellite accessing equipment is installed at other stations.

USDA will provide 1-1/4 hours of programming material each week on Westar IV.

A half hour of this time will be used to distribute "A Better Way," USDA's magazine format show aimed at a general audience.

Another half hour will be used to distribute the "Down to Earth" series, consisting of five 4-1/2-minute news features.

The remaining 15 minutes each week will be used to distribute ASCS' biweekly news format program, "Agriculture Update," and a weekly television news actuality service which is new. The latter had been piloted on a biweekly basis as part of the distribution package for the ASCS program. Stations liked it, but they wanted it on a more frequent basis.

"The big challenge now is to make sure every television station in the country knows about this new delivery system," Johnson said. "Then we must keep reminding them about what's available, where and when."

A brochure will be mailed to all the nation's 900 television stations as soon as the where and when of availability are known.

HOW LONG IS THAT IMPORTANT MESSAGE?

How short can an important message be edited? Take note of some well-known messages.

The Lord's Prayer has 56 words. Lincoln's Gettysburg Address has 266 words. The Ten Commandments have 297 words.

And, the Declaration of Independence has only 300 words!

NEBRASKA HAS JOB OPENINGS

Dick Fleming, head of agricultural information at the University of Nebraska, reports two openings with tenure track and academic rank.

One is a communications specialist in audiovisuals, to develop audio media educational programs. The other is a communications specialist in marketing to develop and execute plans to market educational programs and materials.

Anyone interested in details about either position should contact Fleming, Institute of Agriculture & Natural Resources, University of Nebraska, Lincoln, NB 68583-0918, or via Dialcom electronic mailbox AGS1450, or via telephone (402) 472-2991. Deadline is Sept. 1.

AG COMMUNICATOR JOINS PENNSYLVANIA STAFF

Kathy E. Gill, former communications manager for Inter-State Milk Producers' Cooperative in Pennsylvania, has joined the Pennsylvania Department of Agriculture. She will be working with press secretary John Nikoloff, primarily handling information activities related to the dairy industry.

Gill, an agricultural journalism and economics graduate of the University of Georgia, served as a graduate intern with the information division of USDA's Agricultural Marketing Service when that agency had an active intern program about six years ago.

NEW AG RELATIONS GROUP FORMED IN D.C.

The first full service agricultural public relations and public affairs practice based in Washington, D.C., has been established by Gray & Company. Purpose of the new "Agricultural Communications Group" is to help America's agricultural leadership communicate more effectively its point of view to the many "publics" which will influence debate and outcome of critical ag issues.

John R. Cozart, former press secretary at the Senate Agriculture Committee, will direct the new group. He also once was press secretary to Rep. Wes Watkins who served on the House Appropriations Subcommittee on Agriculture.

Prior to his Washington, D.C., experience, Cozart was an agricultural feature writer for the TULSA TRIBUNE. He holds an agricultural journalism degree from Oklahoma State University, where he was selected as one of the four outstanding agricultural students in the nation by the Block & Bridle Club, a leading national collegiate agricultural organization.

FIFTY NEWSLETTER EDITORS ATTEND MEETING

Fifty editors of internal federal government newsletters attended what is believed to be their first get together at USDA in Washington, D.C., on Aug. 8.

They got the pitch on the Combined Federal Campaign, which is a unified fund-raising campaign among federal workers in the Washington area, and were bussed to four recipient agency sites for photo opportunities. They visited an orphanage, a sheltered workshop for retarded citizens, a day care center for the handicapped, and a senior citizens day care center.

At USDA, the communicators saw a videotape of Secretary John R. Block, who is campaign chairman this year, playing a guitar and singing to some children at a day care center. They also heard from other officials in USDA, and enjoyed lunch before dispersing at 1:30 p.m. Whether they meet again, John McClung, director of USDA's Office of Information, reminded them, is up to them.

WRITING, EDITING COURSES OFFERED THIS FALL

Writing, layout, editing and proofreading courses are among the courses offered under the Editing Curriculum by the USDA Graduate School this fall.

Here are some of the titles:

Principles of editing.

Proofreading.

Printing, layout and design.

Technical writing.

Feature writing.

Editing for secretaries and administrative assistants.

Introduction to technical editing and writing.

An open house to explain the certificate of accomplishment in editorial practices will be held Tuesday, Sept. 11, 5:30 to 6:30 p.m. at Capital Gallery, 600 Maryland Avenue, SW, Washington, D.C. Classes begin Sept. 17.

To reserve a space, call (202) 447-5885.

For registration information, call (202) 447-4419.

DISASTER HELP SPELLED OUT

Weather-caused natural disasters have been taking their toll on agricultural production and lands lost to erosion this year.

Meanwhile, some of the vital disaster assistance available from USDA has been changing.

Program Aid No. 1328, "Natural Disaster Assistance Available from the USDA," spells out this assistance for county and state officials. Others, too, may find it useful.

An updated edition came off press in August and is available upon request from Bill Whyte, Special Programs Division, Office of Information, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250.

WHICH FACT SHEETS FOR SMALL FARMERS?

Ed Poe, printing and publications officer in the Publishing Division of USDA's Office of Information, has developed a list of potential fact sheet topics for small farmers.

He has offered the list to members of USDA's Small Farm Resources Development Committee for consideration.

Members of the committee were asked to rate 19 different fact sheet topics and to list any others they thought were needed by small farmers. The fact sheet topics will be talked over with key people in the agencies, then approval sought for their publication.

Agencies represented on the USDA committee include the Agricultural Research Service, Agricultural Cooperative Service, Agricultural Marketing Service and Agricultural Stabilization & Conservation Service.

Also, the Cooperative State Research Service, Extension Service, Economic Research Service, Farmers Home Administration, Forest Service, Office of Rural Development Policy and Office of Information.

Some of the 19 titles Poe suggested are: Appropriate Machinery for Small Farms; Marketing Alternatives for Small Farms; How Small Farm Operators Can Make the Most of the Tax Code; The Biggest Money Crops for Small Farms; Hydroponics and Small Farms; and Computers for Small Farm Management.

Another suggested fact sheet would be on the "do's and don'ts" of small scale farming.

PUBLISHING BY THE BOX LOAD

Ag Handbook No. 605 is being processed by the boxful at USDA.

A research report entitled "The Utilization of Hardwoods on Southern Pine Sites," AH-605 is being converted from 7,000 manuscript pages and 1,500 illustrations into 4,000 pages printed single column in a 6x9 format.

John Bassett, printing officer for USDA's Forest Service, says it's the biggest publication he's handled in the 7 years he's been with the agency.

The manuscript arrived at the Forest Service in July 1982, the culmination of 10 years of research by Peter Koch, who is now in Montana working on another project. It was approved for publication at that time.

Forest Service hired a Government Printing Office detailer to spec the 29 chapters. Then GPO contracted out the printing job. The author has been proofreading the galley proofs, which are then routed through the Design Division of USDA's Office of Information for conversion by a contractor into pages. Then Koch proofreads the page proofs. The various materials are transported by the boxful, three to five chapters at a time.

Such sizeable publications are not new to Koch. His Ag Handbook No. 420, entitled "Utilization of Southern Pines," was published in 1972 and contained 1,675 printed pages in two volumes.

The new book will be in three volumes and is expected to sell for about \$200 a set. Bassett hopes to see it off the press by next January.

Meanwhile, the industry is so anxious to use Koch's findings, some people are using photostat copies of the page proofs to put some of Koch's research to work in the field before publication.

MINORITY MEDIA REVISITED

USDA's "minority media service" has been revived and is providing news releases, feature articles, backgrounders and other information to some 200 black-oriented newspapers and magazines throughout the nation.

In addition, Rufus Wells, public affairs specialist in the News Division of USDA's Office of Information, has started a weekly, camera-ready column called "Minority Report."

The service, which supplements the regular output of USDA's News Division, is tailored to specific needs, interests and deadlines of black news media.

Here are some things in the works:

Feature on a black professional at USDA's Food & Nutrition Service who earned her college degree the hard way while working full time at USDA and rearing a young son alone. At times, her work day began with studying at 3 a.m.

An article on Dr. Joan Wallace, administrator of USDA's Office of International Cooperation & Development, describing the opportunities she's creating for U.S. businesses in Africa, Latin America and Asia.

A feature by USDA's Agricultural Stabilization & Conservation Service on a widowed female farmer who is carrying on her husband's work.

Wells said USDA information agency information officers also can use the new service "to help tell your agency's story." Call Wells at (202) 447-9280, or visit him in Room 405-A, USDA Administration Building.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or to AGRO02 mailbox on the Dialcom system, or call (202) 447-7454.

